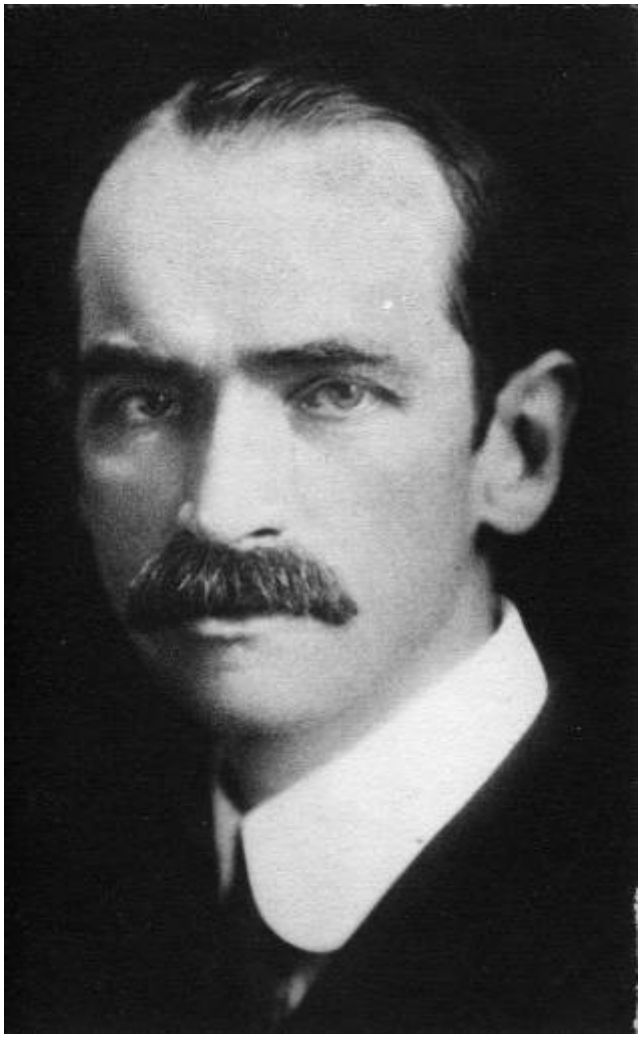
Centennial of Naval Aviation

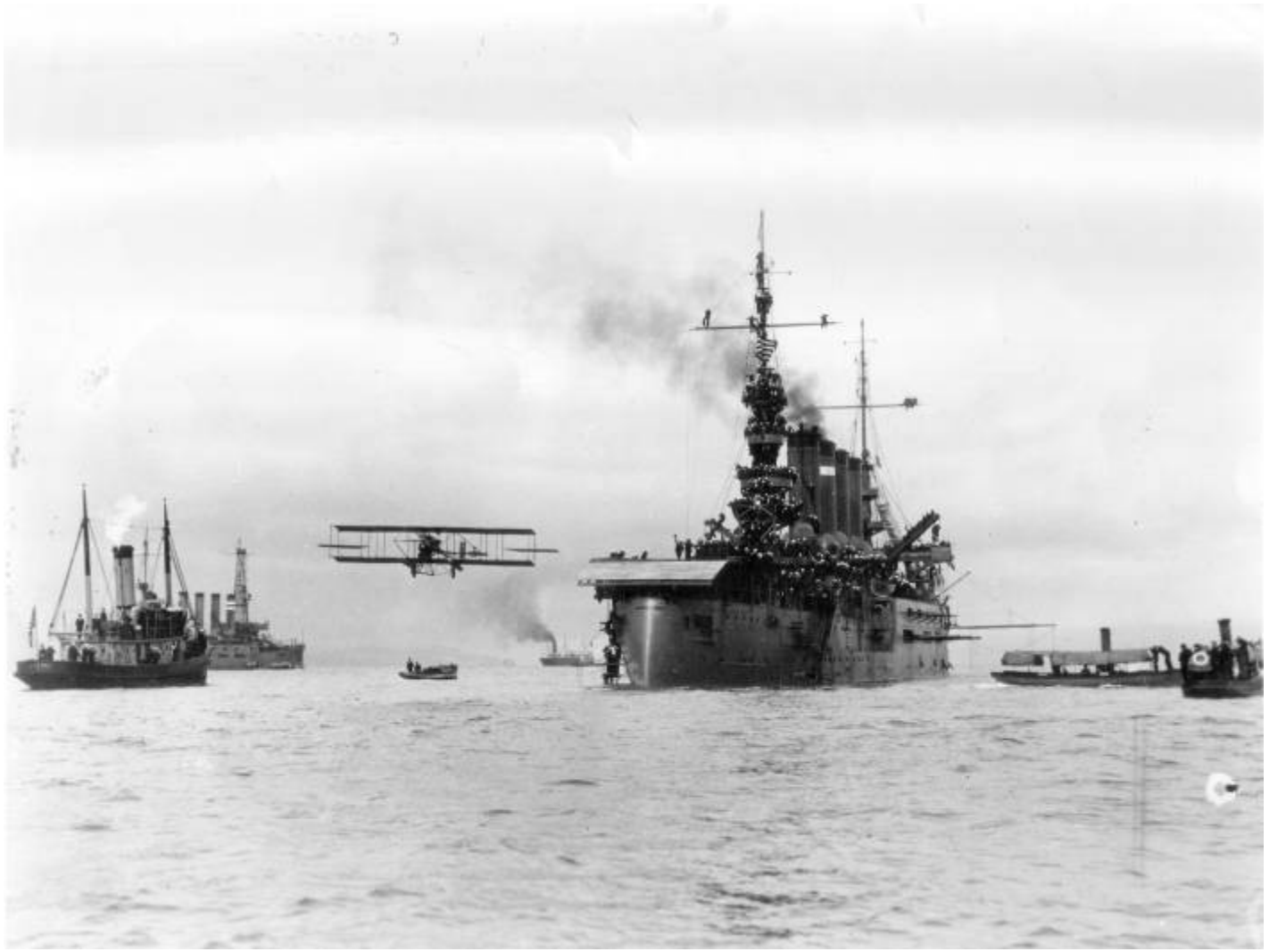
Strategic Overview

19 OCT 2009

Glenn Hammond Curtiss

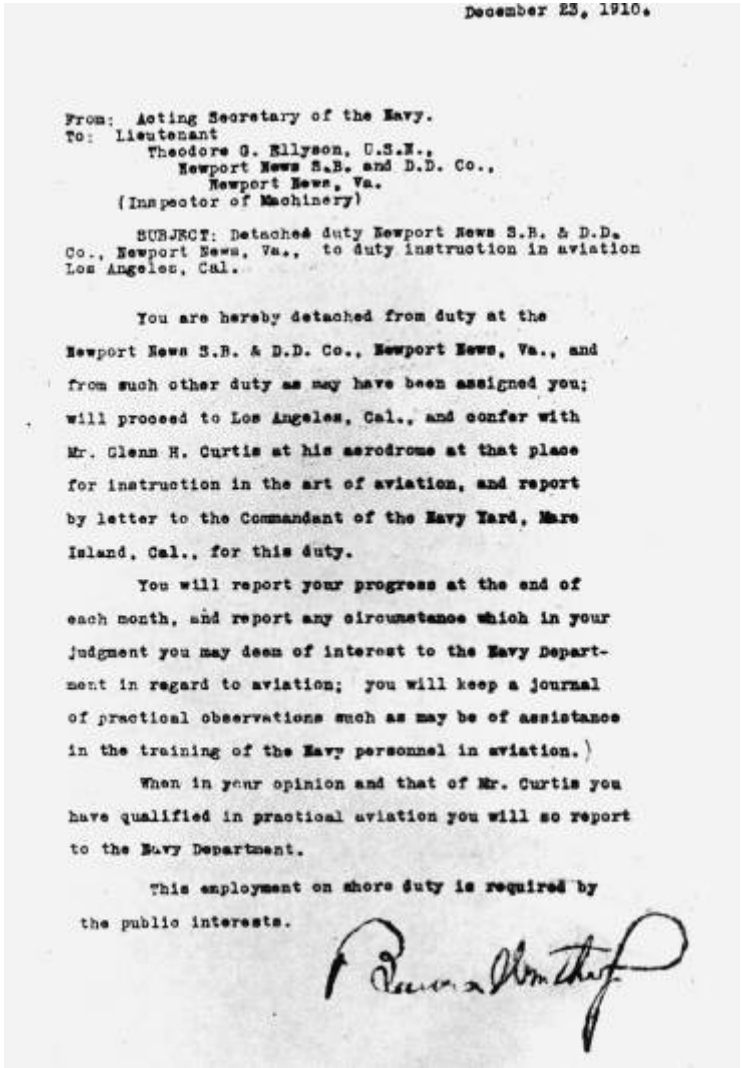


Nov 1910 USS Birmingham



Jan 1911 USS Pennsylvania

LT Ellyson's Orders



December 23, 1910.

From: Acting Secretary of the Navy.
To: Lieutenant
Theodore G. Ellyson, U.S.N.,
Newport News S.B. and D.D. Co.,
Newport News, Va.
(Inspector of Machinery)

SUBJECT: Detached duty Newport News S.B. & D.D. Co., Newport News, Va., to duty instruction in aviation Los Angeles, Cal.

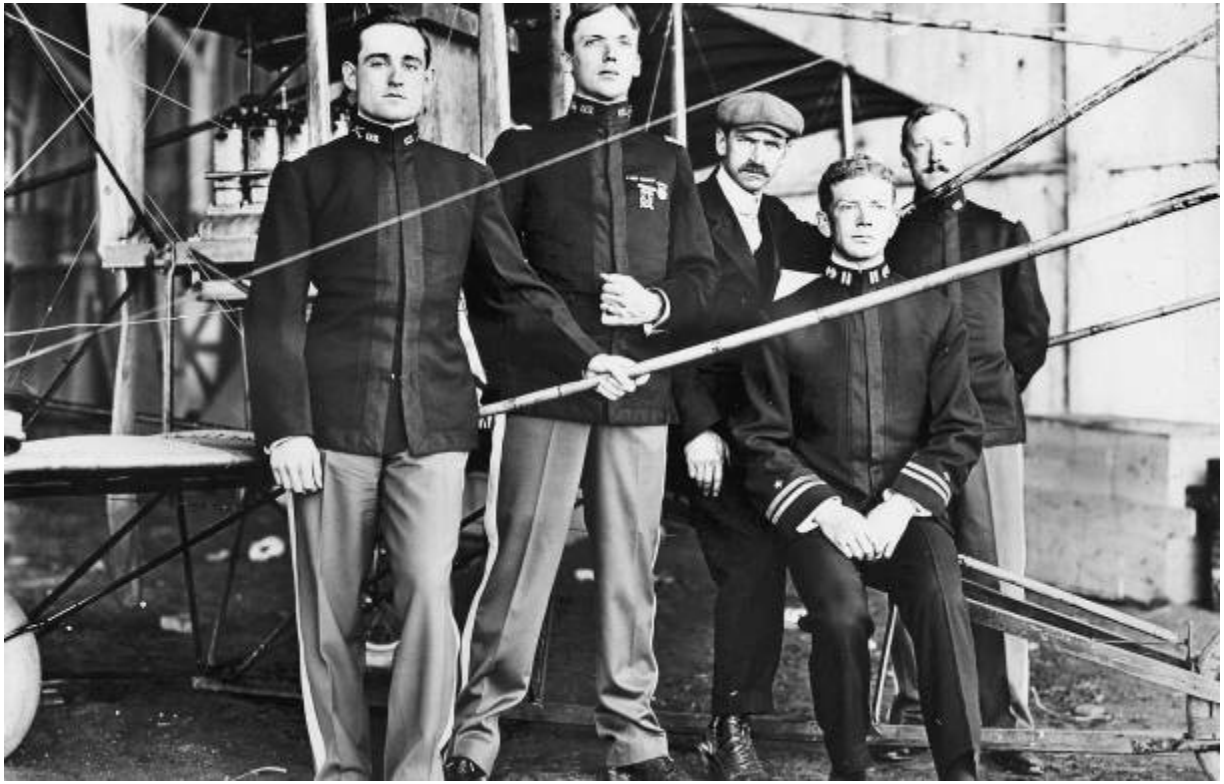
You are hereby detached from duty at the Newport News S.B. & D.D. Co., Newport News, Va., and from such other duty as may have been assigned you; will proceed to Los Angeles, Cal., and confer with Mr. Glenn H. Curtis at his aerodrome at that place for instruction in the art of aviation, and report by letter to the Commandant of the Navy Yard, Mare Island, Cal., for this duty.

You will report your progress at the end of each month, and report any circumstance which in your judgment you may deem of interest to the Navy Department in regard to aviation; you will keep a journal of practical observations such as may be of assistance in the training of the Navy personnel in aviation.)

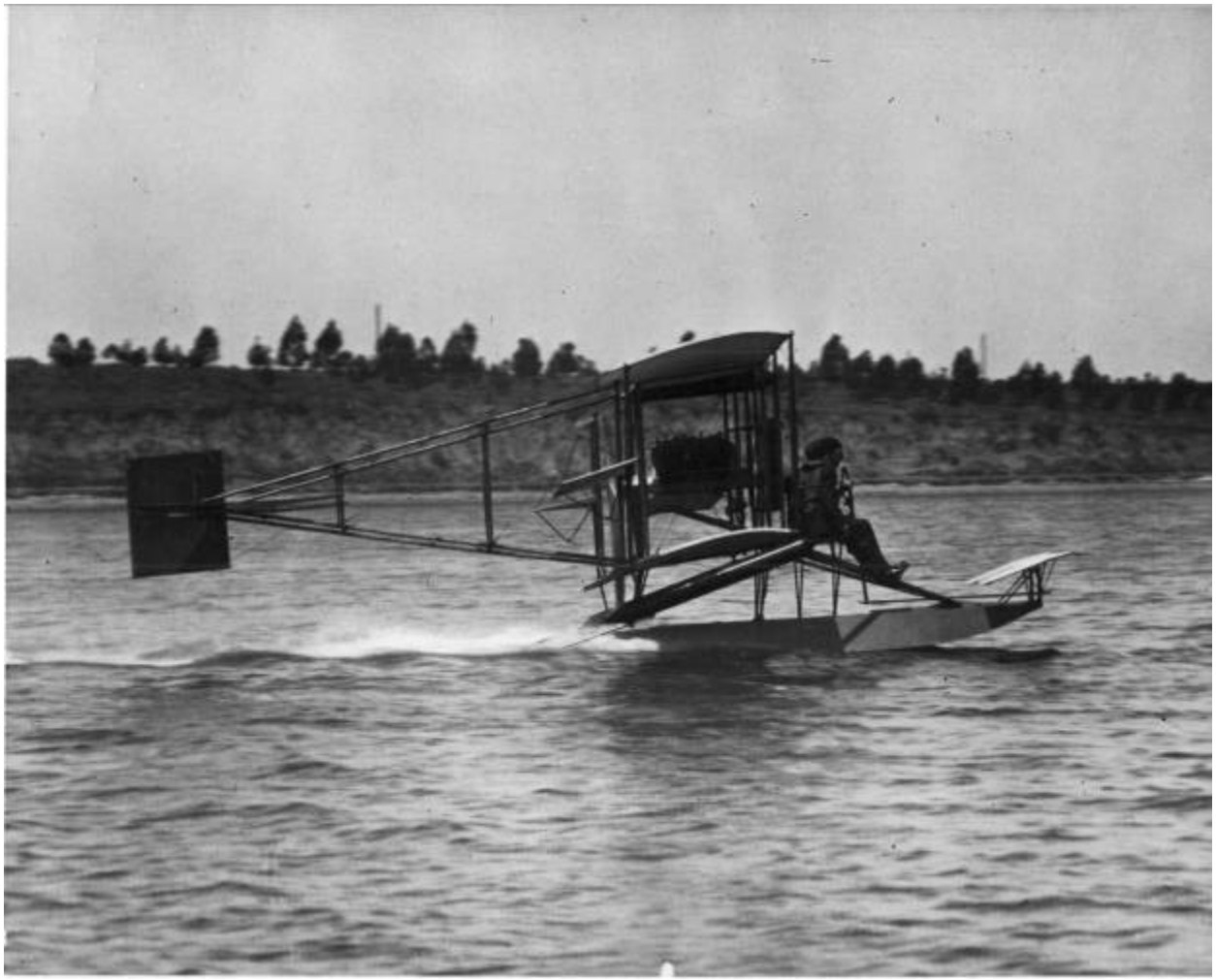
When in your opinion and that of Mr. Curtis you have qualified in practical aviation you will so report to the Navy Department.

This employment on shore duty is required by the public interests.

Joint Flight Training



A-1 Triad, Navy's First Plane



Mission Statement

- “To honor a century of mission-ready men and women in Naval Aviation and to recognize unique Naval Aviation achievements through regionally based, event driven celebrations.”

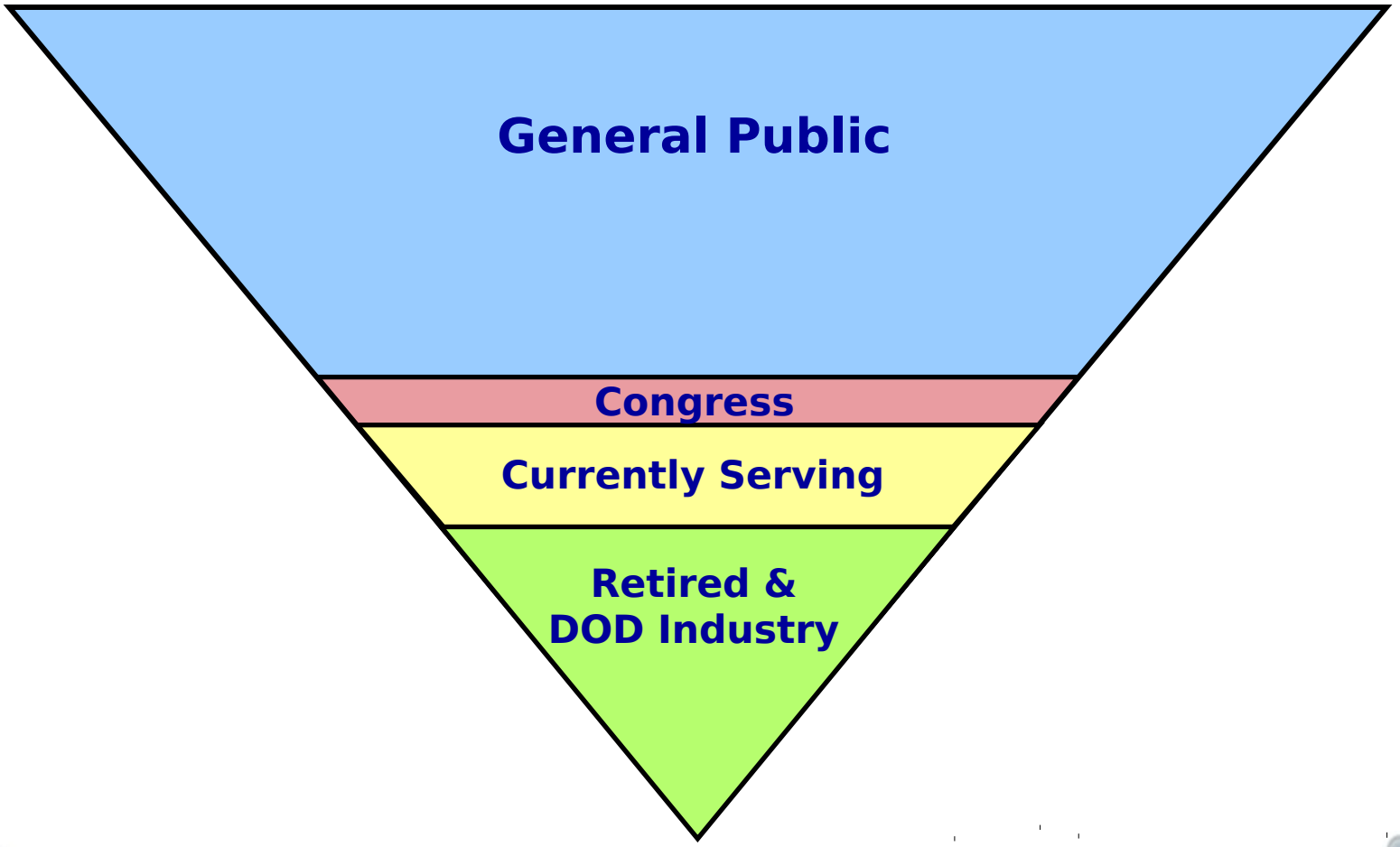
Vision Statement

- “A year long celebration of 100 years of Naval Aviation, covering the scope of all Naval Aviation activities, including aircraft, people, ships and significant events. This nationally sponsored series of events will take place throughout 2011.”

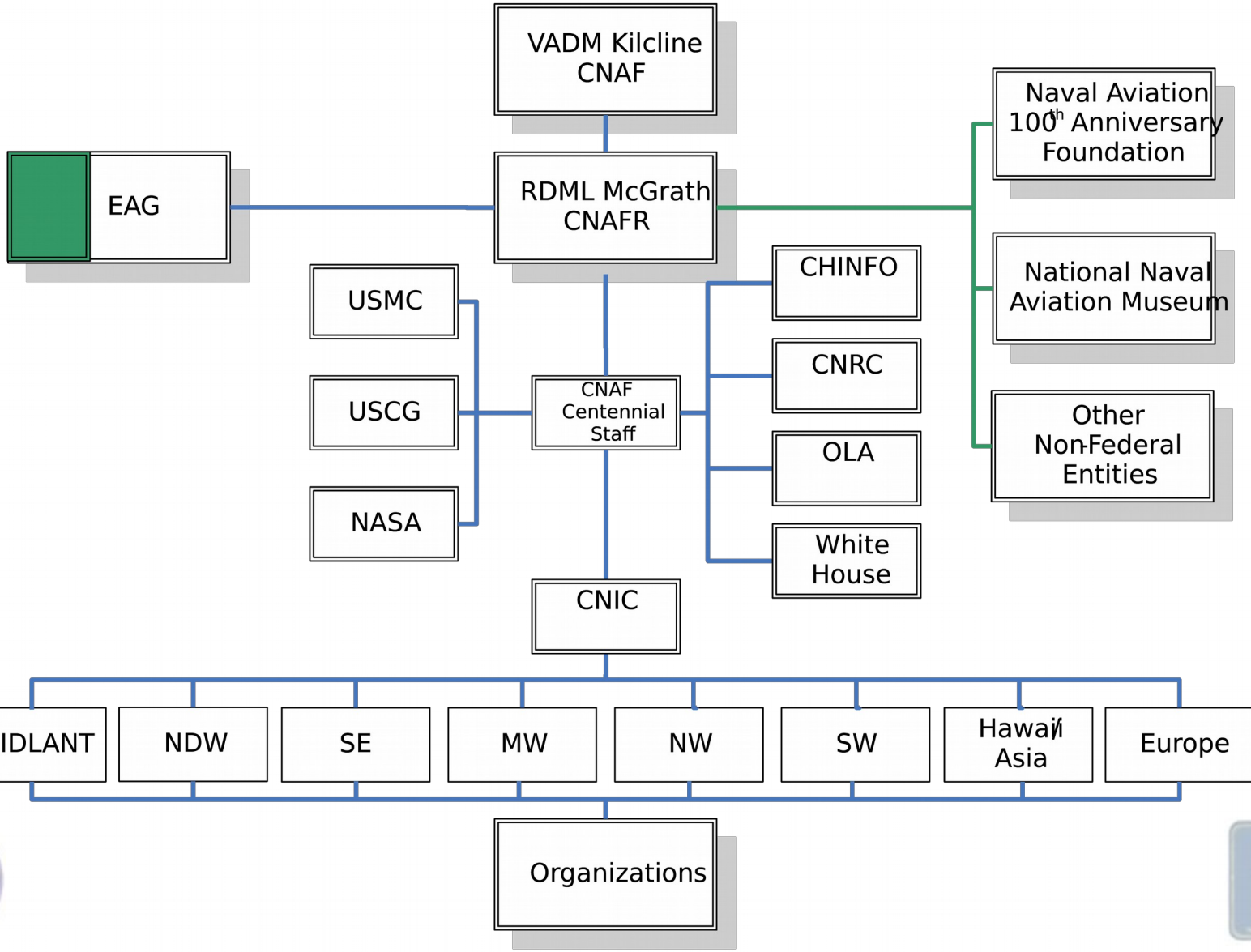
Commander's Intent

- To raise the awareness of Naval Aviation across the United States.
- To celebrate 100 years of Naval Aviation operations across the world, while concentrating on key geographical areas of the country for specific historical events and activities.

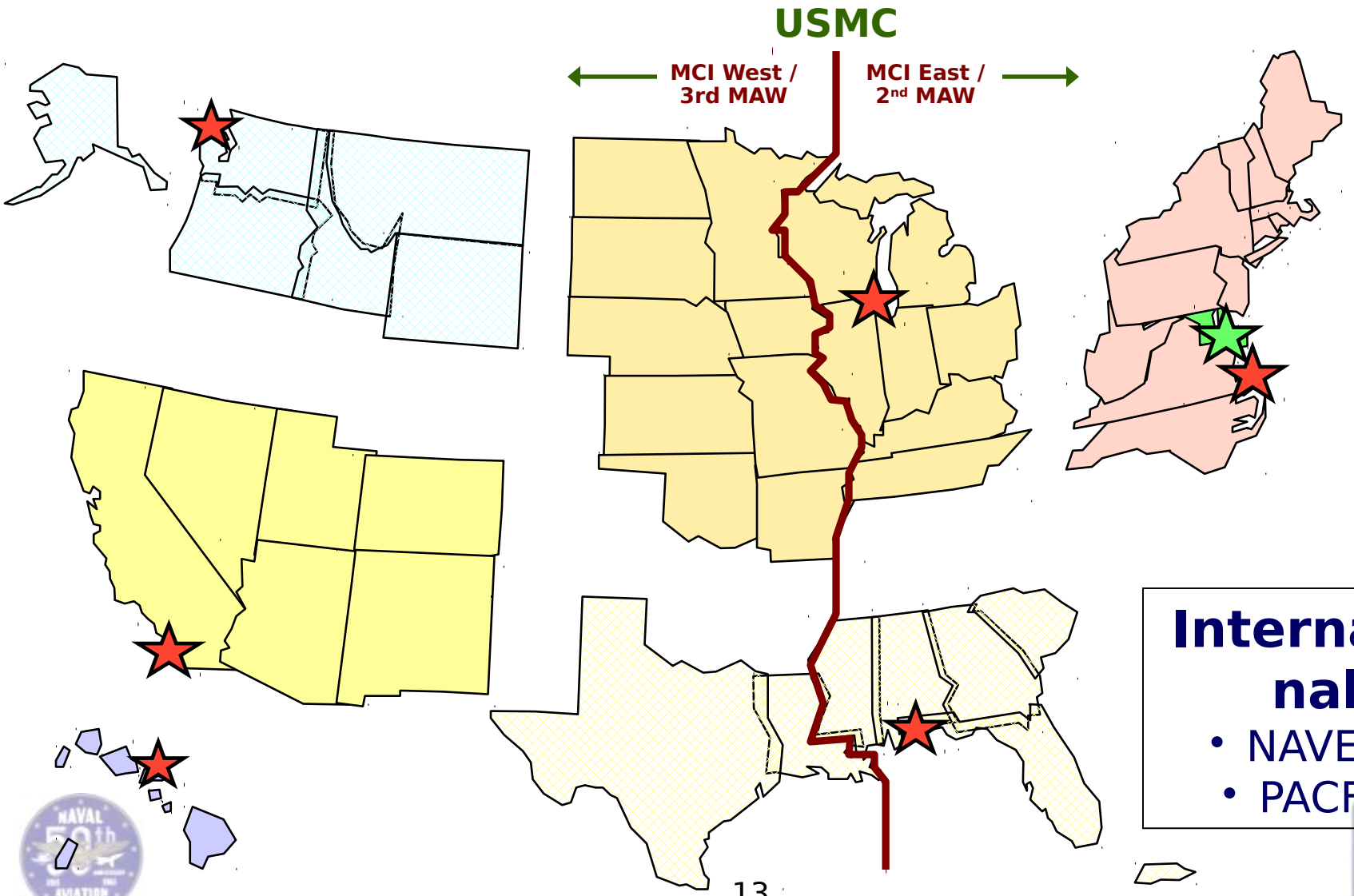
Ease of Influence



Centennial Organization



CNAF Task Force
Centennial Regional Breakdown



International
- NAVEUR
- PACFLT

Communications Plan

- To raise public awareness through traditional forms of media and newer social media networks.
- To increase internal communication between USN, USMC, USCG, NASA and civilian stakeholders.
- To ensure complete historical archiving of all photos, videos, print stories, blogs and any other media products.

"Maximum disclosure of all products with minimum delay and thorough message alignment."

Centennial Media Organization

Synergy

- CNIC
  - Coordinate Regional Events Capitalizing on Existing Infrastructure
  - Maximize MWR Assets and Funding
  - Provide Manpower for Event Planning and Execution
- CHINFO
  - Provide Message Control for Widest Dissemination
  - “Fly Away” Advertisement/Media Packages for All Events
  - Primary Website Control With CNAF Information Support
- CNRC
  - Match Centennial Events with CNRC End state Goals
  - Provide Manpower for Centennial Road Shows
- OPNAV - N88
  - Support Agent for Washington D.C. Culminating Event
- OLA
  - Presidential, Congressional Support, Proclamations, etc.
- NEX
  - Exchanges to Market within NEX System

Synergy

- USMC
  - Actively participating in Centennial Task Force
  - Regional USMC events have Centennial support
- USCG
  - Though funds limited & forces dispersed, enthusiastically participating
- NASA
  - Strength is the number of ‘Naval’ Astronauts

Centennial Task Force Events

- Kickoff in San Diego, CA
  - A-1 Triad Launch, Flight Demos, Reunions
  - Wide Array of Events
  - Unveil Centennial Historic Paint Schemes
  - National Spokesman Speaking Engagement
  - Gala Social Event, Carrier/Aircraft Open House
- 1-3 Main Events per Region
  - Air Shows, Fleet/Navy Weeks, Open Houses, etc.
- Culminate in Washington, D.C.
  - Commander-in-Chief, HAC/SAC, Navy Leadership
  - Udvar-Hazy Center, Fleet Aircraft Support
  - Black Tie Ball, Dedication Ceremony, etc.

Centennial Events

- **Jan - San Diego Kickoff (SW)**
- Feb - Super Bowl Dallas, TX (SE)
- Apr - JRB Ft. Worth Airshow (SE)
- May – Pensacola Naval Aviation Week (SE)
- May - New York Fleet Week (MIDLANT)
- Jun - Midway Commemoration
- Jul - EAA Oshkosh, WI (MW)
- Aug – MCAS K-Bay & PMRF Air Shows (HI)
- Aug - Chicago Air and Water Show (MW)
- Aug - Seattle Sea Fair (NW)
- Sep - NAS Oceana Air Show & AIAA Convention (MIDLANT)
- Oct - San Francisco Fleet Week (SW)
- Nov - Blue Angel Homecoming (SE)
- **Dec - Washington Gala Closing (NDW)**

Other Initiatives

- Centennial Newsletter
- Art Displays with Road Show
- Books, Major Magazines
- Commemorative Aircraft Paint Schemes

Active Component Inclusion

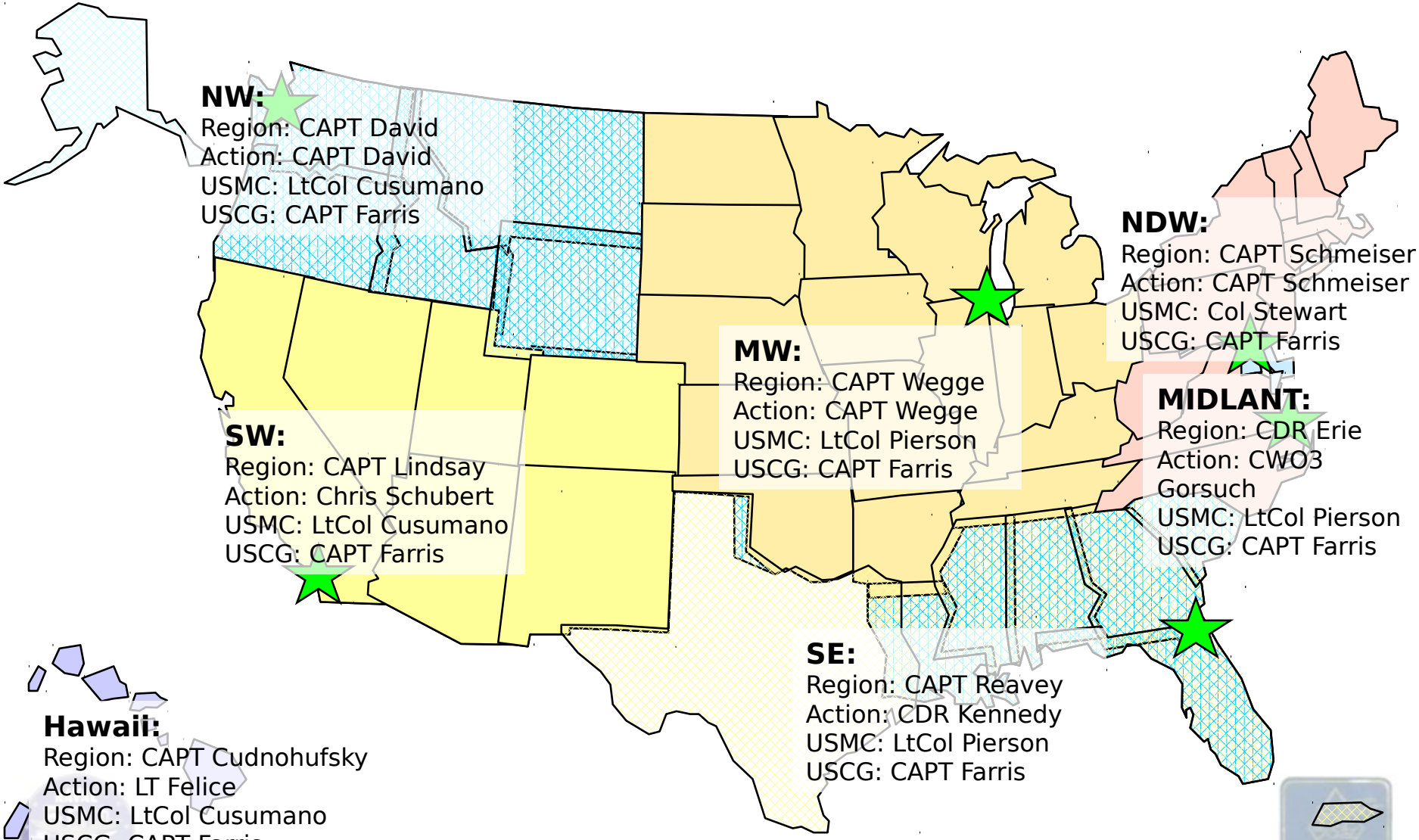
- Uniform Initiatives
  - Flight Suit Instruction for 2011
  - Official Centennial Patch
  - Aviation Insignia on Garrison Cover
  - Combat Air Crew Insignia
- Unit-level guidance for paint schemes

Way Ahead…

- Communications Plan
- Logo Unveiling – 26 Jan 2010
- Funding

Supporting Slides

Military POC's



NW:
Region: CAPT David
Action: CAPT David
USMC: LtCol Cusumano
USCG: CAPT Farris

NDW:
Region: CAPT Schmeiser
Action: CAPT Schmeiser
USMC: Col Stewart
USCG: CAPT Farris

MW:
Region: CAPT Wegge
Action: CAPT Wegge
USMC: LtCol Pierson
USCG: CAPT Farris

MIDLANT:
Region: CDR Erie
Action: CWO3 Gorsuch
USMC: LtCol Pierson
USCG: CAPT Farris

SW:
Region: CAPT Lindsay
Action: Chris Schubert
USMC: LtCol Cusumano
USCG: CAPT Farris

SE:
Region: CAPT Reavey
Action: CDR Kennedy
USMC: LtCol Pierson
USCG: CAPT Farris

Hawaii:
Region: CAPT Cudnohufsky
Action: LT Felice
USMC: LtCol Cusumano
USCG: CAPT Farris

Organizational POC's